



County of Santa Cruz 165

PARKS, OPEN SPACE & CULTURAL SERVICES

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BARRY C. SAMUEL, DIRECTOR

January 22, 1999

AGENDA: February 2, 1999

BOARD OF SUPERVISORS
County of Santa Cruz
701 Ocean Street
Santa Cruz, CA 95060

SUBJECT: PUBLIC ART PROJECT FOR JOSE AVENUE PARK

Dear Members of the Board:

As your Board knows the Redevelopment Agency, in cooperation with the Parks Department is anticipating the construction of Jose Avenue Park in Live Oak, during the summer of 1999. On May 5, 1998 your Board approved the Jose Avenue Park Master Plan which included a public art component.

The Arts Commission formed an Art Selection Panel for this project based upon the Public Art guidelines previously approved by your Board. The Commission sent a Call to Artists (Exhibit 1) to all artists who participated in the 1998 Open Studios, all colleges and high schools in Santa Cruz and all arts commissions in the County, in addition an advertisement was placed in the Sentinel and press releases were sent out announcing the open competition.

The Art Selection Panel reviewed the proposals of the 4 artists who responded and felt one was clearly more appropriate and appealing for this setting.

Sandra Whiting and Barbara Abbott propose to create a piece called "The Great Blue Heron Walkway". Two large, 6' tall, blue herons would be constructed by the art team with collaboration

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from the community. In addition heron tracks would be imprinted into the concrete pathway in selected areas of the park. It is proposed that the two large herons would be positioned on either side to the park entrance and would act as a "gateway" to the park. The surface covering of the birds would be colorful mosaic. Residents would be invited to attend public meetings to learn about the public art component and to submit objects, such as pieces of dishes, marbles or other small objects for inclusion in the project. While the metal frame would be fabricated off-site, the mosaic application would occur on-site and community members would be able to bring pieces while the artists are working and to observe the actual surfacing of the sculptures (Exhibit 2 is a graphic representation of the final product).

On November 4, 1998 the artists made a presentation to the Art Selection Panel. The Panel learned more about the actual fabrication techniques of the proposed sculpture and are satisfied the structure will be very sturdy and able to withstand the rigors of a public park setting.

Sandra Whiting is an Aptos resident who has exhibited her work throughout the county and participated in many Santa Cruz Open Studios events. Barbara Abbott is a resident of San Jose and has completed 2 public art pieces for the Texas Street Project in Shreveport, Louisiana, which was funded by the National Endowment for the Arts.

The proposed time line for this project is:

March	1999	-	return to the Board with a proposed contract
May	1999	-	meeting to inform the public of the project and gather pieces for inclusion in the project
August	1999	-	installation of the pieces will be completed

The project budget is \$13,000, funded with Redevelopment Agency monies.

At the January 4, 1999 meeting of the Arts Commission, the Art Selection Panel presented its recommendation of Sandra Whiting and Barbara Abbott as the artists to create the public art component for Jose Avenue Park and The Commission unanimously concurred with the Panel's recommendation.

The Commission is pleased that one of the artists creating this project is a Santa Cruz County resident and the other artist has public art experience. The Commission is confident that the combination of the two will provide for an excellent product.

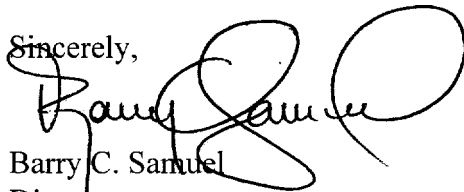
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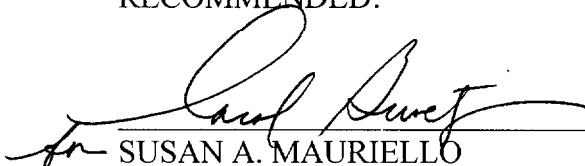
It is therefore recommended that your Board approve the public art project as presented and:

- 1) Approve the selection of Sandra Whiting and Barbara Abbott as the artists for the public art project for Jose Avenue Park; and
- 2) Direct the Parks Department in consultation with the Redevelopment Agency, to develop a contract in the amount of \$13,000 for the creation of the "Great Blue Heron Walkway" and to return for Board approval on March 23, 1999.

Sincerely,


Barry C. Samuel
Director

RECOMMENDED:


for SUSAN A. MAURIELLO
County Administrative Officer

cc: County Administrative Office
Auditor
County Counsel
Redevelopment Agency
Arts Commission
Parks Commission

CALL TO ARTISTS

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PUBLIC ART PROJECT - SANTA CRUZ, CALIFORNIA

An artist will be selected to create a site-specific public art component for the Jose Avenue Park in Live Oak, Santa Cruz County. The Public Art will complement this new park which will begin construction in the spring of 1999. Proposals for this project must seek to incorporate and enhance one or more of the elements planned for the park, such as paving, fencing, drinking fountains, entry trellis, gazebo, benches, signage, bike racks, etc. The \$13,000 budgeted for the public art component will be augmented by the funds allocated for the specific element that artist chooses to incorporate into their plan.

DEADLINE: The deadline for the receipt of submission materials is Friday, October 9, 1998, 5:00 p.m.

ELIGIBILITY: The project is open to professional artists with experience in the field of public art.

SELECTION: Artists will be selected through a two-phase process. The first-phase is the application process. The second phase will be interviews with the 3-4 finalists. The application materials must include the following:

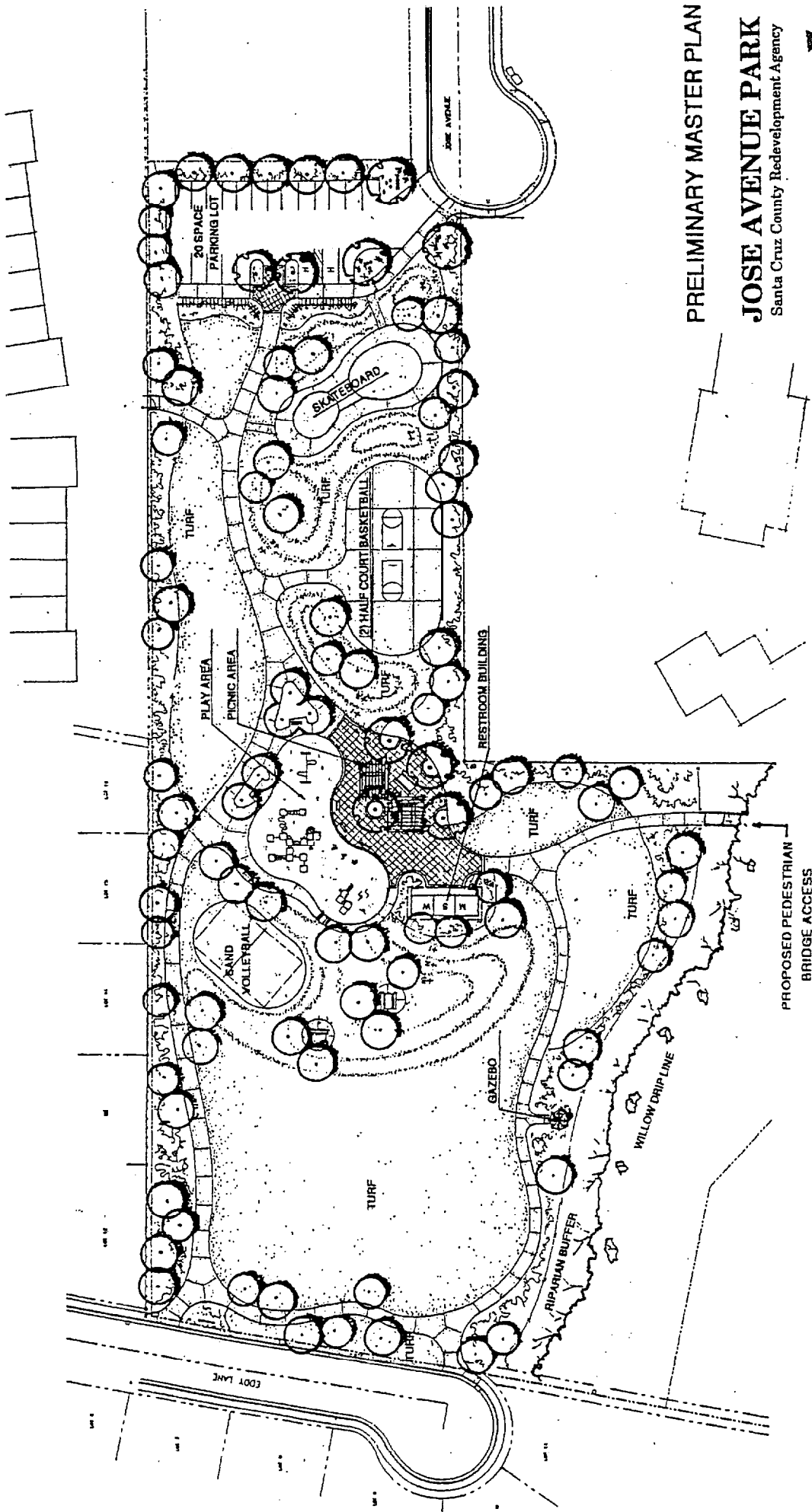
- 1) A current resume detailing professional artistic accomplishments and references from past public art projects.
- 2) Up to sixteen 35 mm slides of recent relevant work. Slides must be labeled with the artist's name, numbered according to an annotated slide list, indication of top of slide, and placed in a 9" x 11" plastic slide sheet.
- 3) The annotated, typewritten slide list should include the following information: slide number, media, size, title, date, cost, and brief description of artwork if necessary.
- 4) A preliminary written statement, not to exceed one typewritten page, which addresses the artist's approach to this project, as well as conceptual drawings of the proposed project.
- 5) A self-addressed, stamped envelope with sufficient postage for the return of slides.

ESTIMATED TIME LINE

October 9, 1998	Submission must be received by 5:00 p.m. on this date
November, 1998	Public art selection panel to choose and interview 3-4 semi-finalists
December, 1998	Selection panel to recommend finalist to Arts Commission
January, 1999	Art Commission to approve finalist
February, 1999	Board of Supervisors to approve recommendations of Arts Commission
February, 1999	Board of Supervisors to award a contract to artist
February - May, 1999	Construction
June, 1999	Installation

FOR MORE INFORMATION PLEASE CONTACT:

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(831) 462-8300



PRELIMINARY MASTER PLAN

JOSE AVENUE PARK

Santa Cruz County Redevelopment Agency



